



Investor Presentation
March 2022
NASDAQ:VRME

Agenda



- Welcome
- Company Overview
- Product Solutions & Technology
- Growth Strategy
- Financial Analysis
- Q&A

FORWARD-LOOKING STATEMENTS

In addition to historical information, this presentation contains statements relating to the future business, financial performance, future catalysts and future events or developments, strategy, projected costs, prospects, plans, objectives of management and future operations, future revenue, and expected market growth of VerifyMe, Inc. (“VerifyMe,” the “Company,” “we,” or “us”) that may constitute “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “is likely,” “will,” “expect” and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include the impact of the COVID-19 pandemic, intellectual property litigation, the successful development of our sales and marketing capabilities, our ability to retain key management personnel, our ability to work with partners in selling our technologies to businesses, production difficulties, our inability to enter into contracts and arrangements with future partners, issues which may affect the reluctance of large companies to change their purchasing of products, acceptance of our technologies and the efficiency of our authenticators in the field.

More detailed information about these factors may be found in the Company’s filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2021. The statements made herein speak only as of the date of this presentation. The Company’s actual results, performance or achievements could differ materially from the results expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to update or revise its forward-looking statements to reflect events or circumstances after the date of this presentation, except as required by law.

Market data and industry information used herein are based on our management’s knowledge of the industry and the good faith estimates of management. We also relied, to the extent available, upon managements review of independent industry surveys, forecasts and publications and other publicly available information prepared by a number of third-party sources. All of the market data and industry information used herein involves a number of assumptions and limitations which we believe to be reasonable, and you are cautioned not to give undue weight to such estimates. Although we believe that these sources are reliable, we cannot guarantee the accuracy or completeness of this information, and we have not independently verified this information. Projections, assumptions and estimates of our future performance and the future performance of the industry in which we operate are subject to a high degree of uncertainty and risk due to a variety of factors, including those described, above. These and other factors could cause results to differ materially from those expressed in our estimates and beliefs and in the estimates prepared by independent parties.

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Welcome Remarks

- Opening Remarks
- Future Outlook

Company Overview

Financial and Equity Snapshot

Exchange/Ticker: NASDAQ: **VRME**

Stock Price (3/15/22): **\$2.98**

Shares Outstanding (3/15/22): **7.3 Million**

Market Cap: **\$21.8 million**

Cash Balance: approximately **\$9.4 million as of December 31, 2021**

Equity Investment: approximately **\$11.0 million as of December 31, 2021**

Debt: **\$0 as of December 31, 2021**

Revenues in the FY2021:
\$867,000; 153% growth year-over-year

Insider Beneficial Ownership: **17.2%**

Share Repurchase Program: **Approximately \$0.8 million remaining under the plan as of December 31, 2021**



Management



Scott Greenberg

Chairman of the Board

- Former Chairman at GP Strategies with a \$394 M market cap when sold



Patrick White

*Chief Executive Officer
and Director*

- Over 25 years in the security printing and identification industry
- Founded Document Security Systems, Inc. (NYSE: DSS) in 2002 and served as its CEO and a director from Aug. 2002 to Dec. 2012
- Grew DSS from \$1 Mil to \$340 M market cap



Keith Goldstein

President and Chief Operating Officer

- Over 25 years of experience in strategic, operational and financial management across a variety of industries
- Former CEO of ABCorp., North America, a supplier of secure payment, retail and identification cards, vital record and transaction documents, systems and services to governments and financial institutions, from 2011 until Apr. 2017



Margaret Gezerlis, ACCA

EVP and Chief Financial Officer

- Over 15 years of experience in "Big 4" public accounting firms as well as private and publicly listed companies
- Holds an international accounting qualification from the Association of Chartered Certified Accountants (ACCA)
- Former employee of the CFO Squad LLC from Feb. 2018 until Nov. 2018



Nancy Meyers CPA, CGA

SVP Finance and Investor Relations

- Over 25 years of experience in accounting and finance for publicly listed companies most recently with GP Strategies
- Holds a Chartered Professional Accountant designation from Canada



Sandy Fliderman

Chief Technology Officer

- Over 25 years of experience in the technology industry
- Former Chief Information Officer at VEEDIMS, LLC, an Internet of Things technology company specializing in data collection and distribution in the aerospace and marine industries
- Co-inventor on a number of patents and created the technology behind VerifyMe™



VerifyMe at Inflection Point

2017-2020 Emphasis on Product Development
2021 – 2022 Forward Focus on Commercialization , Ramping
of Sales

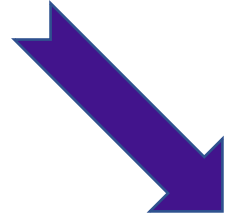
SALES

- Significant NEW Brand Owner Clients
- Conversion of mature prospects to customers
- Sales growth exceeding 100%
- Strong gross profit margin

MERGERS AND ACQUISITIONS

- Complementary acquisition(s)
- Label - Pkg Printer / Pharma
- NFT Blockchain – Software Developers

Key Market Drivers



- ✓ Growing Counterfeit Problem
- ✓ Growing Product Diversion
- ✓ Health Issues
- ✓ Government Regulations
- ✓ Supply Chain Problems
- ✓ Brand Owners want Data- Business Intelligence
- ✓ Brand Owners want to engage and know their customers
- ✓ Linking NFT Certificates of Ownership to Physical Products



Product Solutions and Technology

Product Road Map

We are brand protection and customer engagement experts.

Brand Protection

Allow consumers to authenticate products
Alert brand owners of counterfeiting/diversion issues



Consumer Engagement

Connecting brands to consumers with smart phone readable codes



Business Intelligence

Gather business intelligence throughout the supply chain.
Geo Location tracking, Brand converts Consumer from an "unknown customer sale" to a "known customer sale"

The Consumer Engagement Opportunity

Smartphone and cloud technologies have fundamentally changed the market.

VerifyMe combines cloud-based authentication software with mobile web experiences to help brand owners connect with consumers at point of sale and point of use to extend their engagement.



6.0B

There are 6.0 billion smartphone users in the world *



\$3.9T

With CAGR of 34.9%, mobile commerce is expected to reach \$3.9T by 2026**

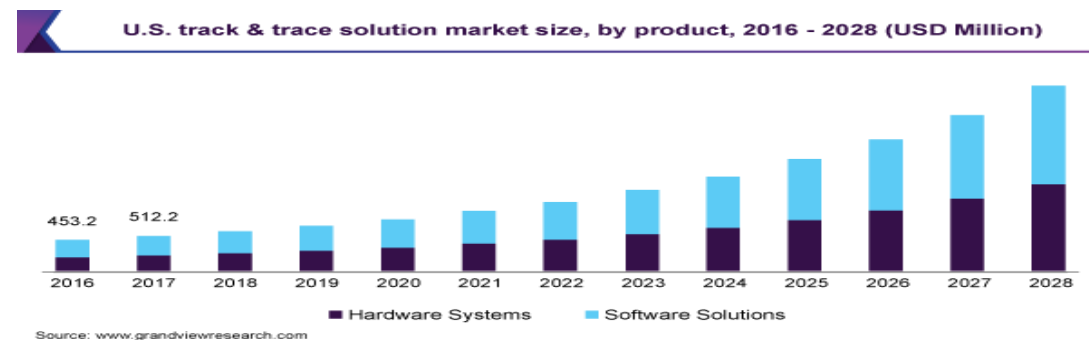
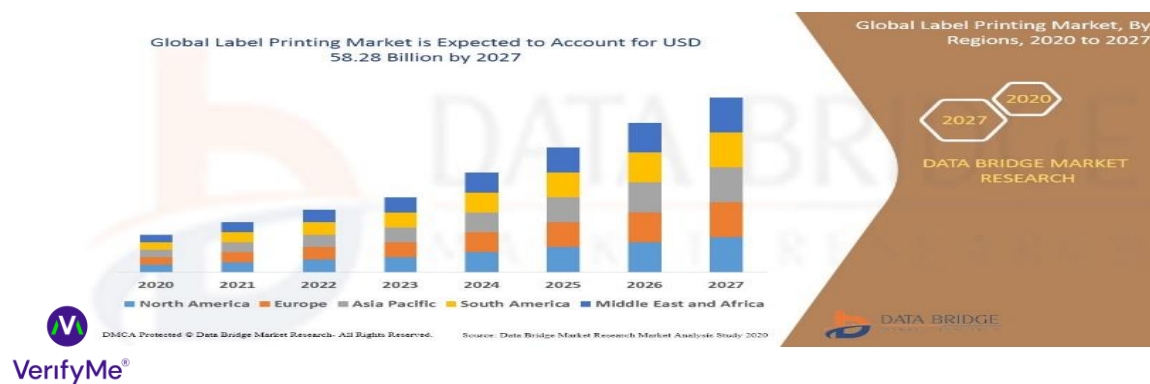


QR code

QR codes and NFC make it possible to connect products and consumers instantly

Global Market Size of VERIFYME Products

VerifyMe Product Year	PRODUCT	MARKET	CAGR
1999–2018	#1 Product Authentication=	\$7.7 Bil (2026)	+8.7%
2019	#2 Serialization/Track and Trace =	\$9.7 Bil (2028)	+19%
2020	#3 Consumer Engagement=	\$29.5 Bil (2024)	+12.6%
2021	#4 Global Label Printing =	\$58.3 Bil (2027)	+9.3%
	TOTAL ADDRESSABLE Market =	\$105.2 Billion	+11.1%



Major Market Verticals

To fight counterfeiting, diversion and engage with consumers



APPAREL



CONSUMER
PRODUCTS



COSMETICS



FOOD &
BEVERAGE



WINE &
SPIRITS



ELECTRONICS



PHARMACEUTICALS



PPE



CANNABIS



AUTOMOTIVE



INDUSTRIAL

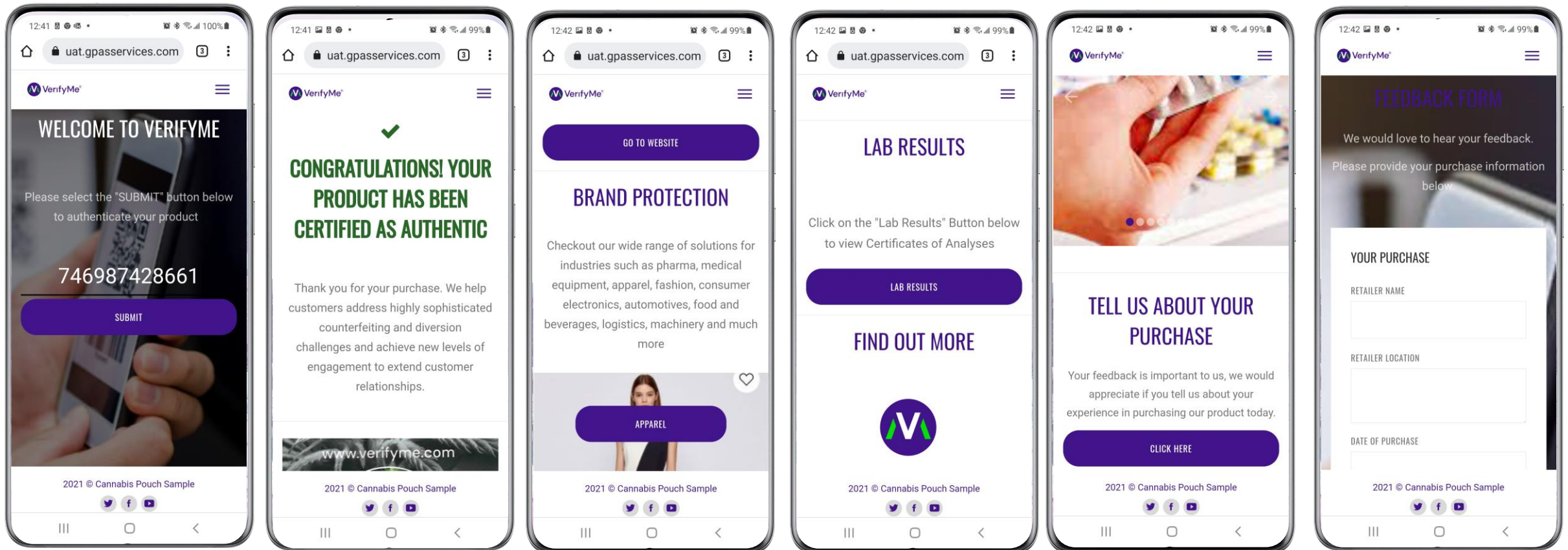
Brand Protection | Simple 3 Level Approach

Level 1 – Dynamic visible codes & NFC for consumers and supply chain T&T

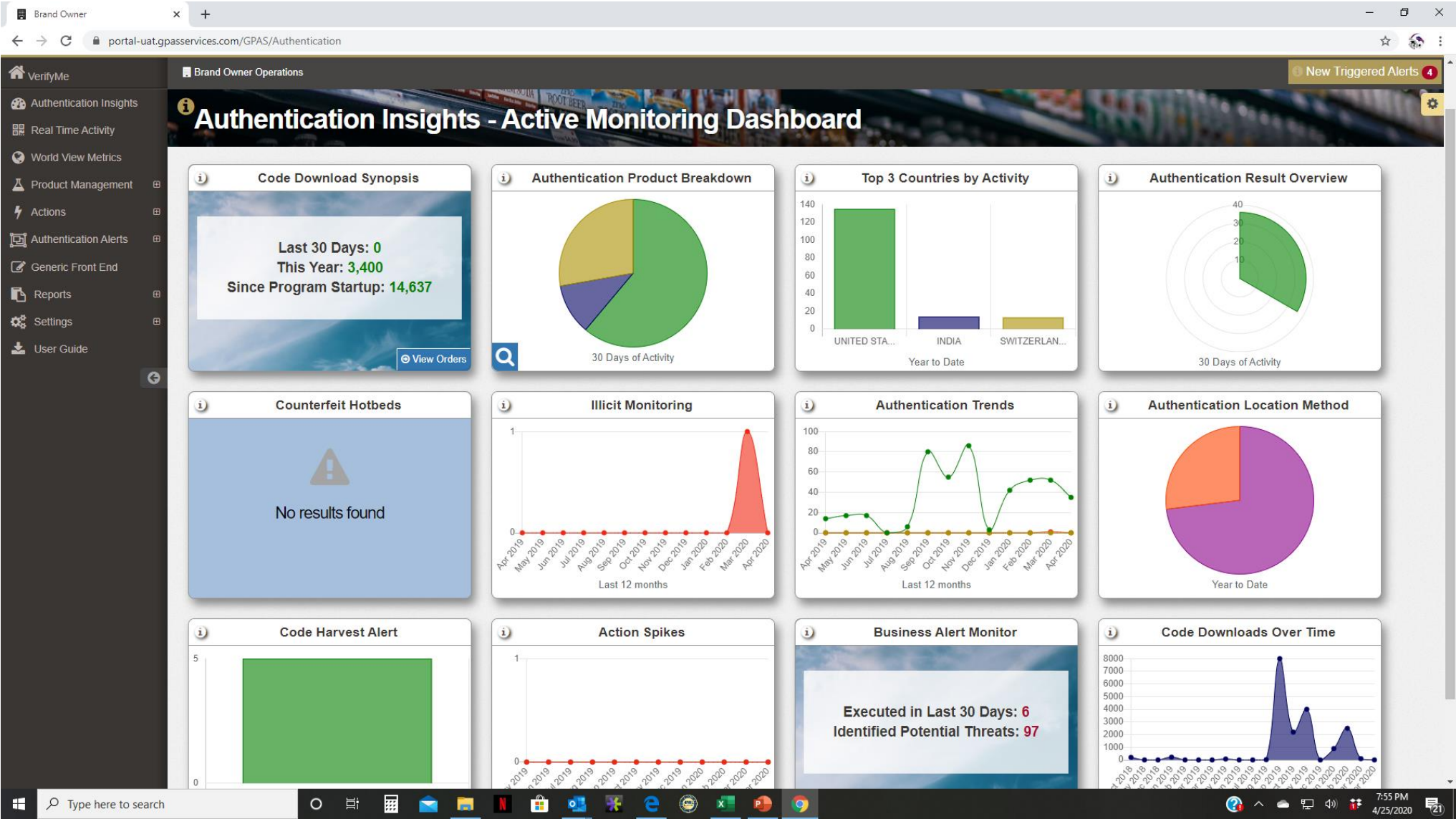
- Printed Digitally
 - Traditional QR codes – open source, any smart phone scan
 - Proprietary 2D codes – use branded App to scan, high levels of security, very hard to copy or link to fake websites
- NFC/RFID chips, no line of sight required



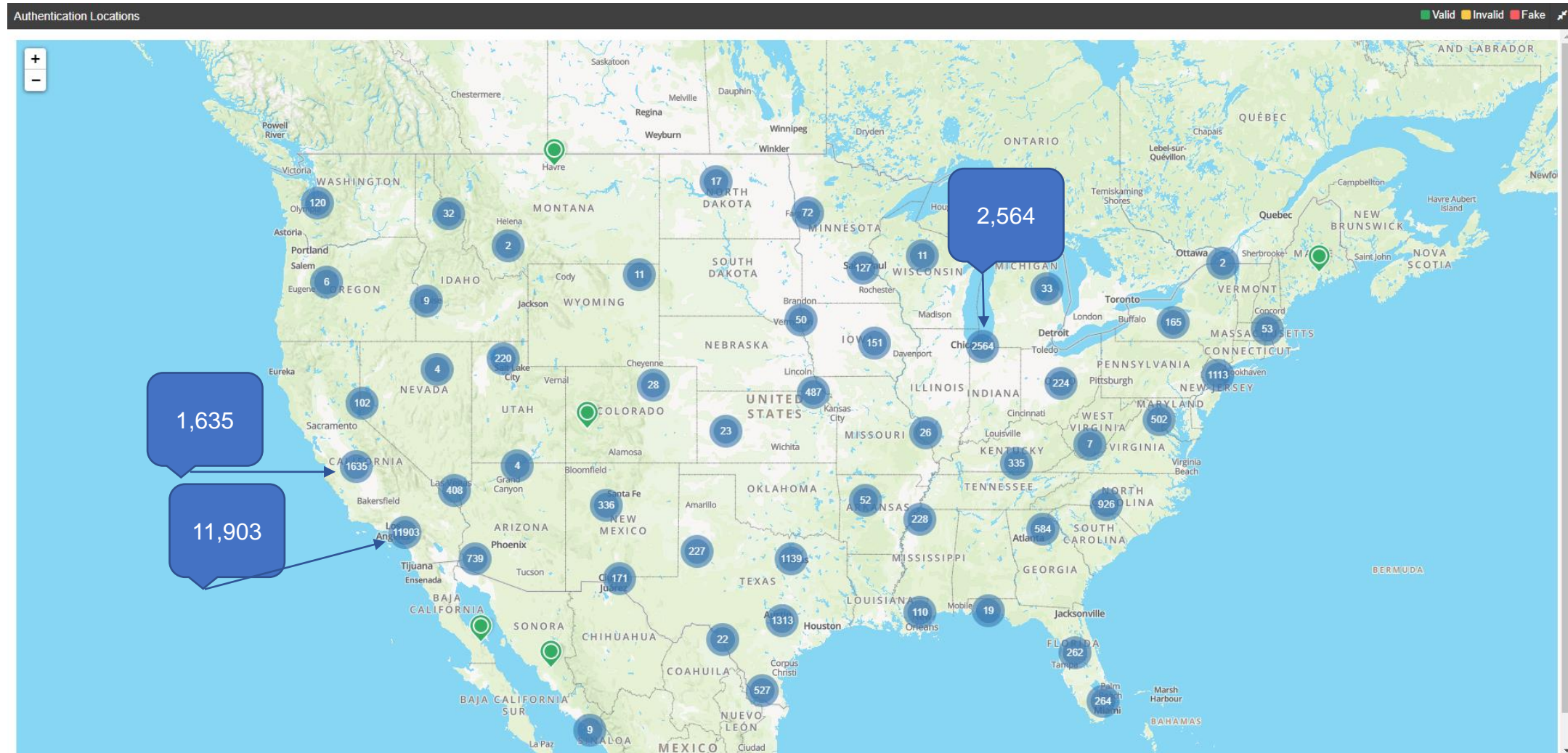
Consumer Engagement



Brand Owner Monitoring Dashboard



Data Rich Purchase Information

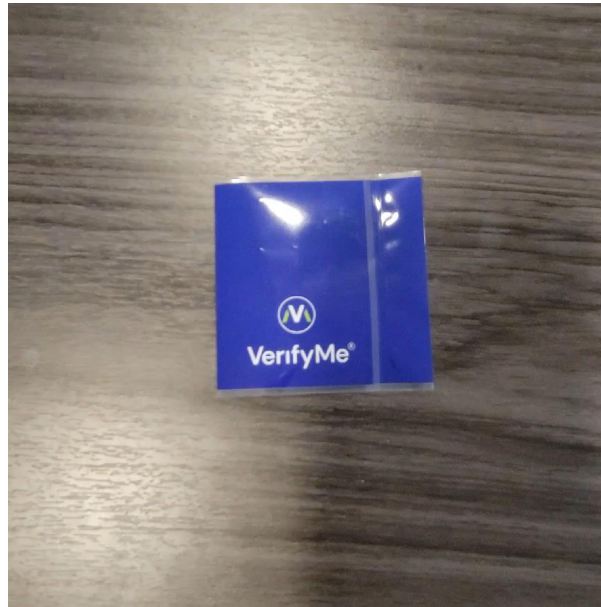


Brand Protection | Simple 3 Phase Approach

Level 2 – Static invisible & tagged spot colors for brand inspectors



**Aluminum Bottle
Caps**



Shrink Sleeves Packaging

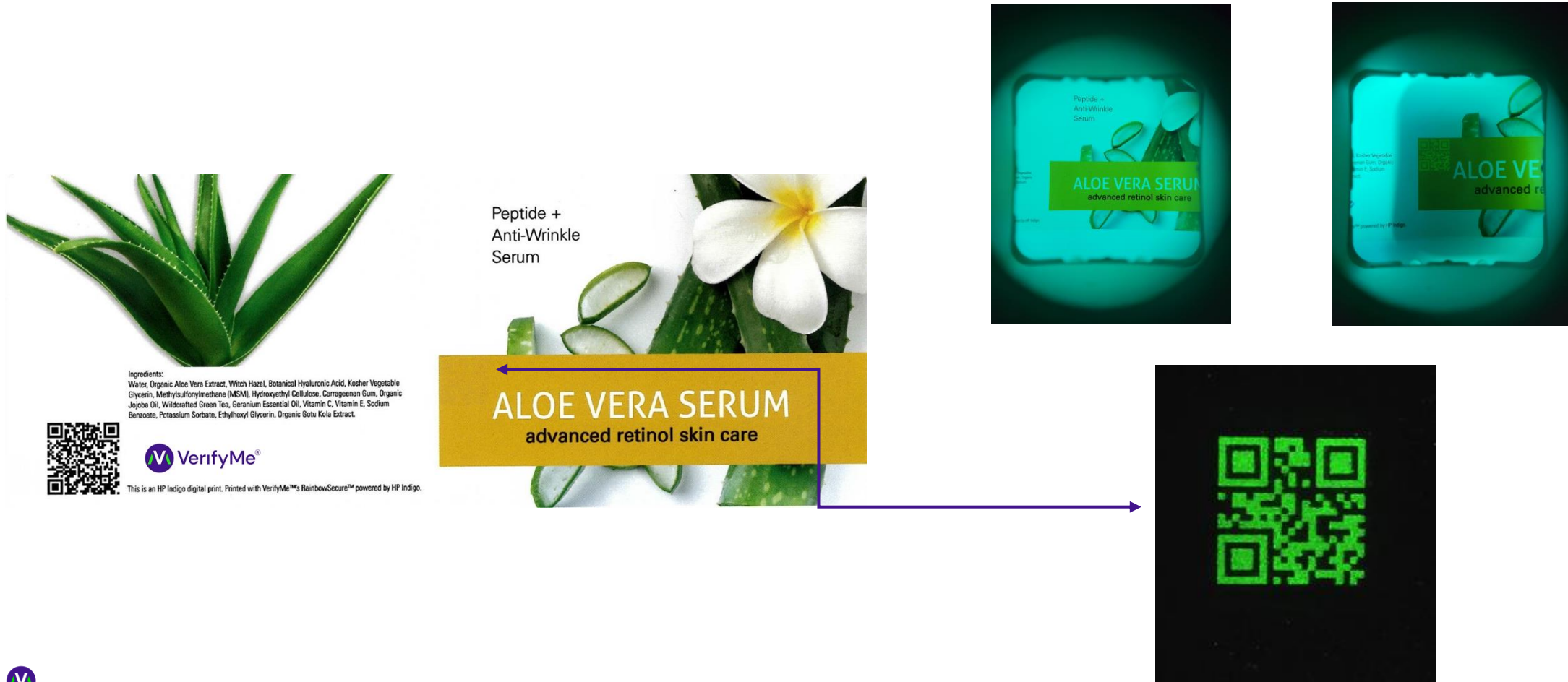


Fabric / Apparel

- VerifyInk™ Printed on any conventional printing press, gravure, flexo, offset, silkscreen
- Printed on virtually any material, metal, PET shrink sleeves, plastics, paper, fabrics, etc.
- Authenticated off-line and on-line

Brand Protection | Simple 3 Level Approach

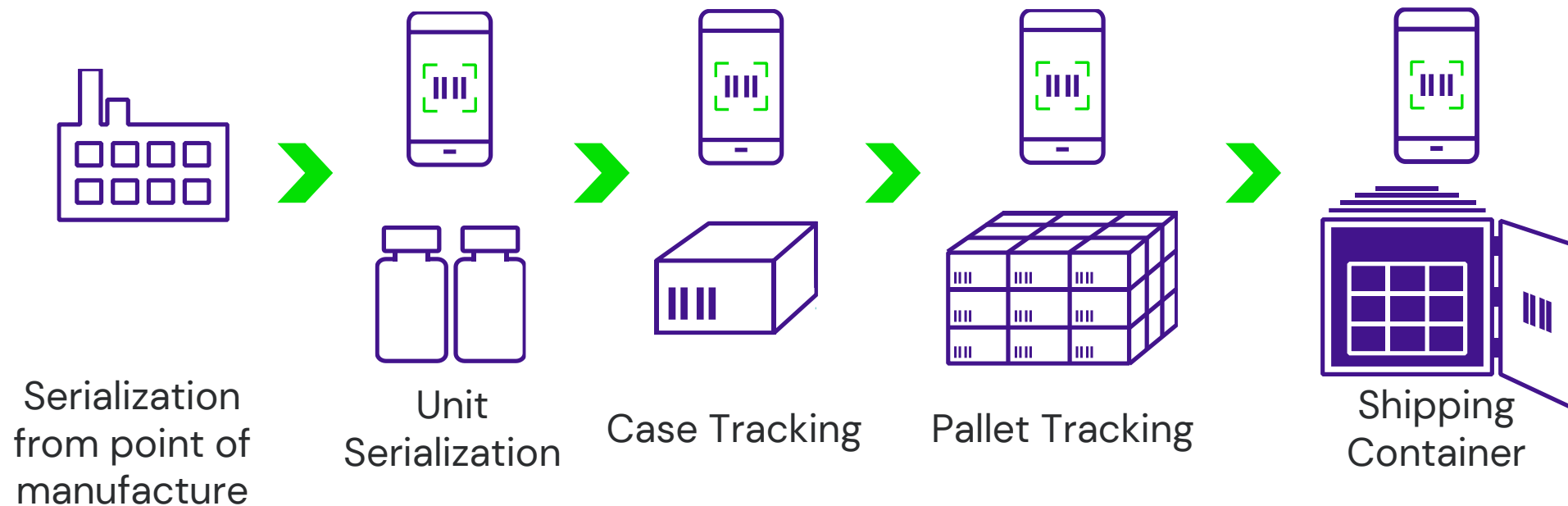
Level 3 – Variable, unique invisible serialization on digital printing press



VerifyMe Track & Trace™

Track events across the supply chain, from manufacture to point of use.

VerifyMe provides visibility of events across the supply chain by deploying non-invasive methods to integrate, collect, and store actionable data—providing invaluable information to brands and customers alike.



Organic Growth Strategy

2022 New Technology Commercialization:

#1 – Apparel Industry Solutions

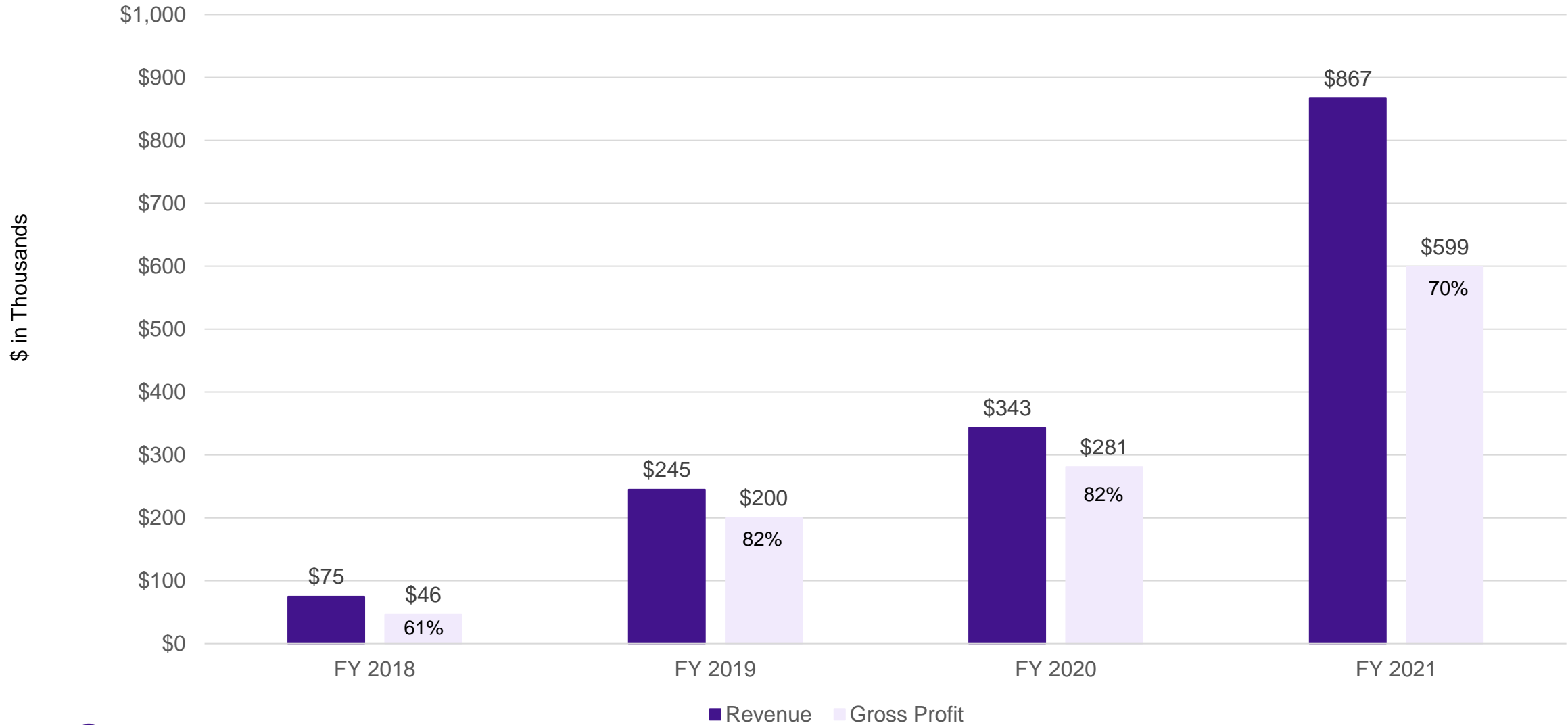
#2 – Crypto Linking Products to NFTs (Food and Beverage, High-End Products, Sports Apparel)

#3 – New Ink Jet Technology Opens 95% of Label And Packaging Market to VerifyMe



Financials

Revenue and Gross Profit



Balance Sheet

Key Highlights

- Cash of \$9.4M as of December 31, 2021
- Approximately \$11.0M Equity Investment in SPAC –G3 VRM Acquisition Corp of which we beneficially own approximately 9.42%
- Debt-Free as of December 31, 2021

(\$ in Thousands)	December 31, 2021	December 31, 2020
Assets		
Cash and cash equivalents	\$9,422	\$7,939
Equity Investment	10,964	–
Other assets	1,302	835
Total Assets	\$21,688	\$8,774
Current Liabilities		
Accounts payable and accrued	\$450	\$383
Non-Current Liabilities		
Other Long-Term Liabilities	71	72
Total Liabilities	\$521	\$455
Total Stockholders' Equity	\$21,167	\$8,319
Total Liabilities and Stockholders'	\$21,688	\$8,774

Investment Highlights

1. Solving Global Counterfeiting Problem

FBI: "Crime of the 21st Century" *

FE: "\$1.9–2.8 Trillion by 2022" **

WHO: "10s of Thousands Dying" ***

2. Technology

Safe, Practical, Highly Effective, Instant,
Affordable and Easily Implemented

12 US and European Patents

Scalable – Revenue Potential – Prospects

3. Execution

Experienced Management

Fortune 500 Board Of Directors

Significant cash reserves to support growth

4. Strategic Partners

Hewlett-Packard (NYSE:HPQ)

INX International Ink Co.

5. Crypto Opportunities

NFTs

Metaverse



Q & A



Protect your brand. Grow your business.

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